

HIRING THE RIGHT EMPLOYEE

By giving your phone number and not your address, you eliminate anyone who doesn't have the drive to pick up the phone and make contact with you. If they can't call you, they can't call a prospect. The people who call first are the Doers; the ones that call later are Thinkers.

Just from reading this ad, can you see how this ad would repel:
Problem Solvers (who would rather fix declining sales than achieve new sales goals)

Followers (who can't decide for themselves)

Innovators (who can't follow processes)

Thinkers (who would have to think about it)

Revolutionaries (who can't stand incremental improvements of systematic ways of doing things).

DURING THE INTERVIEW

Now you're ready to interview each applicant.

Using the simple questions in *Motivate Everyone* you can confirm how each person's "motivation mindset" matches your job position. If you ask:

What's important to you about selling? And they never mention people...they aren't a good fit, because people aren't part of their value system.

How do you know if you've done a good job?, and they say: "people tell me"...they aren't a good fit, because they can't make decisions and set goals for themselves.

Why did you choose your current job? and they fail to tell you a story of *how their last job chose them*, they aren't a good fit, because they're Innovators, not Processors.

What's the relationship between your work this year and last year? and they look at you in an odd way and say: Do you mean what's the *difference* between my work last year and this year, they aren't a good fit, because they're revolutionaries, not evolutionaries.

GOT THE IDEA?

First design the job, and *then* choose the right "mindset" to fill the position.

For more information, go to www.motivateeveryone.com

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FOR THE

RIGHT JOB

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For use in conjunction with *Motivate Everyone*—the Secret to Mastering Motivation in the Workplace

PEOPLE ARE THE KEY

Every management book seems to say that all you have to do is get the right employee in the right job and you've got it made. Jim Collins, *Good to Great*, calls this "getting the right people on the bus, and getting the wrong people *off* the bus."

But no one seemed to have any good ideas about *how* to get the right people in the right seats on the bus...until now.

All you have to do is:

1. Determine the right "mindset" for the job
2. Write job ads designed to attract the right mindset and *repell* the wrong mindset.
3. Interview using the simple questions in *Motivate Everyone* to ensure that you're hiring the right mindset for the job.

Sounds simple doesn't it? Here's how:

DETERMINE THE RIGHT "MINDSET" FOR THE JOB

First, you'll want to identify what values are key to the position. Customer service people *have* to like people. Installation, repair, and service people *have* to like activities. Researchers *have* to like knowledge. Buyers *have* to like things. Sales people usually *have* to like people and they usually like getting and having things.

Think about the job you want to fill. What does the person in this job need to value to be successful? Rank order the following five values from 1 (high) to 5 (low):

- People (relating with people)
- Places (being)
- Activities (doing, sports, etc.)
- Knowledge (learning)
- Things (getting and having stuff)

Next, think about the employee's motivation in this job. Do they need to set their own goals and be self-motivated (e.g., sales)? Or do they need to follow detailed procedures repeatedly (accounting, invoicing, etc.)? Do they need to be innovative, potentially revolutionary (e.g., new product development)? Or do they need to

continuously improve the product, service, or system of production (e.g., quality improvement).

Think about the motivation mindset of this job title. Do they need to be an:

- | | | |
|--|----|---|
| <input type="checkbox"/> Achiever | or | <input type="checkbox"/> Problem Solver |
| <input type="checkbox"/> Leader | or | <input type="checkbox"/> Follower |
| <input type="checkbox"/> Innovator | or | <input type="checkbox"/> Processor |
| <input type="checkbox"/> Doer | or | <input type="checkbox"/> Thinker |
| <input type="checkbox"/> Revolutionary | or | <input type="checkbox"/> Evolutionary? |

Which one or two of these motivation styles is most important for this job?

WRITING THE JOB AD

Once you've identified the values and motivation styles necessary for the position, now you can begin to write a job ad that will attract good candidates and repel the rest. Most managers write ads that *they* would find attractive. And that's fine if you want someone to replace you, but what if you really need someone to do what you don't like to do?

Example: What if you need a self-motivated salesperson?

Values: people, thing (relationship selling)

Motivation Style:

- Achiever (likes to set and achieve goals)
- Leader (decides for him/herself)
- Processor (all sales follow processes)
- Doer (jumps into action)
- Evolutionary (continuously improving their sales abilities)

Use the irresistible influencing language in *Motivate Everyone* to craft the job ad:

Only you can decide how much *more* you want to earn selling product X. Want to *improve* your life and the lives of your prospects? Use our *step-by-step* selling system to help us *grow* our business the *right* way. Call now: 800-555-1234.